## Intro

* Hi All, in this session I’ll give an update on the analytics assisted lead generation project.
* Before I start, just a quick note - since the last governance forum, we have taken this project through CDMC which **received good reception** so that is promising
* I’ll quickly just **recap the updates the last governance meeting**
  + We went through the SRF and tier 1 UKEF experiments, going through the **value** to the client and Barclays. We also talked about the **opportunity** size it looked promising – required to further refine the opportunities
  + I also went the **data** **sources** I’ve been using as part of this project which was mainly using the Barclays client’s payments data along with **external** data such as **Dun and Bradstreet.**
  + I also gave a quick preview of the tableau dashboard that’ll allow stakeholders to view their clients transactions easily and a way to surface insights to them. Which is still a **continually developemnt**
* In this session I’ll give a quick update on the **SRF experiment** then move onto the **General Export facility Experiment**
* Next, I’ll talk about **automating** the extraction and matching public sector procurement contracts with Barclays client and prospects
* Finally, I’ll go talk about the **proposal** for the cross functional team for the next step of the **experiments** which is **evaluating the insights/opportunities.**

# SRF Experiment

* For the selective recievable finance experiment we have further identified additional **data** **requirements** to further refine the opportunities.
* These are the clients **default grade rating** where clients must have a **minimum rating of 12**
* I believe these can be found the the Zeus database in BIW and I’m currently in the process of getting access to this data.

## GEF Experiment

* Similar to the other experiment Tier1 UKEF
* Rather than identifying suppliers of major uk exporters we are identifying Barclays clients who are uk exporters
* The government has a scheme where they guarantee up to 80% of any trade finance for uk exporters
* This means we can offer them a higher level of finance with lower risk improving on return on rwa
* The requirements for this experiment is identify clients with £5m or more annual turnover and minimum of 10% export turnover.
* In terms of data sources, I’ve used the Barclays client’s transactions, I will also be using additional clients information such as default grade rating, their liabilities in order to refine the opportunities.
* For these data I will be looking to get them from the zeus db which im currently in the process of requesting access.
* Initially running this across the book with the current requirements, we have identified approximately 2,800 clients for this product
* There might be some clients who are too large for GEF as it has **a maximum facility size of 25m,** we can instead offer them Export development guarantee.
* The next steps of this is to get access to Zeus db and use additional requirements to further refine the opportunities.
* Any questions?

## Contracts

* The next part is focusing on improving efficiency in lead generation.
* Currently is it a manual process of looking at recent awarded contracts and to determine if the awarded supplier is a Barclays client or a prospect.
* My plan is to automate this process as much as I can, to automate the extraction of the contracts and create a model that automatically matches the awarded suppliers name against Barclays clients and prospects
* For this exercise, we are only interested in contracts with a value greater than £1m.
* For the data source, we will be using publicly available external data – there are two main datasources for these contracts – the UK government contracts finder and the official journal of EU.
* In terms of results, testing the model against Octobers contracts where there was around 470 contracts over £1m with 1,176 unique suppliers
* A contract can have multiple suppliers
* Running the matching model, managed to identify ~23% unique suppliers as Barclays clients and 25% was matched to list of approx. 50k prospects.
* Manually checking the matches, it appears to be matched correctly 90%+ of the time.

## X-functional team Proposal

* Previously we have identified opportunities from the experiments, the next step is to surface these opportunities to front line business which we propose using a
* cross functional team to **coordinate engagement** with **frontline business** to **evaluate the opportunities**
* it is also important to capture any responses from the front line business for example such as whether the opportunity was applicable to the client, if not why not, and so on. AND TO TRACK ANY VALUE RELEASE
* This will allow us to build a model that can predict if an opportunity applicable to a client and in the **future** when we **have multiple opportunities per client**, we can build a **next best action model for a given client**–
* As we cannot approach client with all the opportunities so we have to select the opportunity with either the **highest** **probability** of take up or **highest** **value**
* As you can see from the image on the slide, it is split into **3 sections**
* The first section is where we generate the **insights** and refine the **opportunities** by working on experiments
* The middle is the engagement team consisting of David Thomson who is head of data monitisation, and paul hooks and Balbir from CRM who has some **experience** in this matter through their **BI prompts** project and they have an existing system in place to surface insights to RDs and record feedback.
* The **engagement team** will surface the insights to the frontline business through the chosen channel (salesforce or iportal).
* The frontline business in this case might be the twc product owners or specialist (e.g. paul woodward and Ravinder for SRF)
* The **engagement** team will **capture any responses** from them and then **pass** it back to the l**eft side** where we can use it **to refine the opportunities** and build a **next best action model** for clients.
* The next steps for this is to take this proposal to CDMC and EDC for approval first before we can stand up team

# Summary

* So Just to recap
* Taken you through the new General export facility experiment and
* Went through the automation of the procurement contracts which will improve efficiency in lead generation
* Finally I talked through the cross functional team proposal to evaluate the insights from the experiments which still needs to be taken to CDMC/EDC for approval first.